



Community Development Shield Uganda

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Transformation For a Better Tomorrow

13.10.2022, Bala, Uganda

Dr. Axel Wilms & Kim Mehl and Team of CDS Uganda



→ Agenda

01 THE SITUATION OF TODAY

02 FINDINGS AND OPPORTUNITIES FOR THE FUTURE

03 THE FUTURE

04 PLAN 2023



THE FUTURE

Community Development Shield Uganda

Agenda

- **Profile of CDS Uganda**
- **Developments and Challenges in Uganda**
- **Culture and Norms in Uganda**
- **Strength and Weaknesses of CDS Uganda**
- **Chances and Risks to operate**
- **Mission and Vision**
- **Programs**
- **Strategy 2030**
- **Business Plan**



Short Profile: The History

THE FUTURE

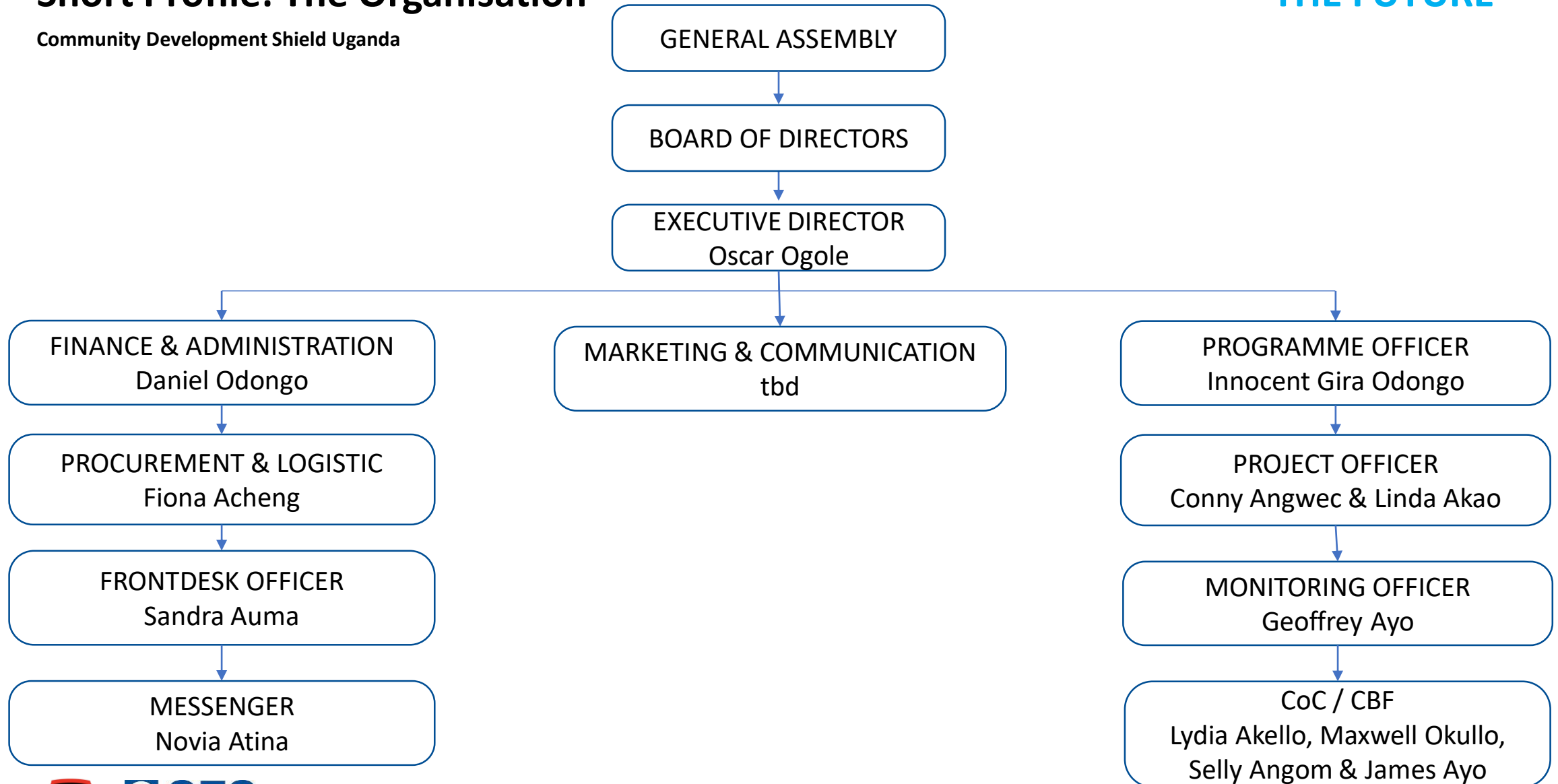
Community Development Shield Uganda

- Community Development Shield Uganda formerly Bala Youth Forum was formed 2013 out of deep aspiration by young, committed and passionate youth to give back to the community, create a social positive impact and do an action by responding to the plights of the most vulnerable people impacted greatly by pressing community challenges.
- CDS Uganda is an NGO, which operates in the Kole District. Uganda.

Short Profile: The Organisation

Community Development Shield Uganda

THE FUTURE



Short Profile: The General Assembly

THE FUTURE

Community Development Shield Uganda

Members of the NGO CDS Uganda pay UGX 100.000 per year and form the General Assembly

S/n	Name Of The Youth group	Sub -county	Parish	Village	Number of member	Gender		Contact person	Contact number
						M	F		
1	Hope for women	Bala	Omuge	Teabolo	35	8	27	Angwec Conny	0771375397
2	Goal ahead	Bala	Omuge	Tesambia	35	24	11	Okello Boniface	0774870885
3	God's mercy	Bala	Omuge	Te-abolo	35	15	10	Otula Ponsiano	0781003720
4	Teibule	Bala	Omwara	Teibule	35	16	14	Adyek Sharon	0781030487
5	Ijumara	Bala	Aumi	Ijumara	35	19	11	Oleke Denis	0779380462
6	Obanga twero	Bala	Aumi	Abangolam	35	23	17	Ojok morris	0777720679
7	Par inyim	Bala	Omloadyang	Dog dam	35	25	15	Omodi geoffrey	0781425624
8	Par pi diki	Bala	Aumi	Ingainaga	35	21	14	Tenga jimmy	0774763022
9	Akuri	Bala	Omwara	Akuri	35	18	17	Amuge Kevin	0774648214
10	Dogmio	Bala	Amoilela	Dogdam	35	19	16	Apedo Jimmy	0777565678
11	Atarlack	Bala	Aumi	Abongolam	35	21	14	Jackline	0789554046
12	Note en teko	Bala	Omuge	Dog tangci	35	20	15	Olido Geoffrey	0772343147
13	Onyany	Bala	Omwara	Onyany	35	24	11	Odyek Jaspher	0779457260
14	Wang lwor	Bala	Bala	Acato-gudu	35	22	13	Ojuka Solomon	0788707963
15	Gene keni	Bala	Bala	Anyongopida	35	23	12	Okello Jaspher	0775126521
16	Ket can itic	Bala	Angic	Te-oryang B	35	20	15	Okidi Alex	0771428332
17	Dimokara	Bala	Amoilela	Amoilela	35	24	11	Aguma Colon	0771422545
18	Omatolongo	Bala	Amoilela	Omatolongo	35	26	9	Odongo Joseph	0778808256
19	Aparango	Bala	Amoilela	Aparango	35	19	16	Ogwang Denis	0779495958
20	Abongwen	Bala	Aumi	Abongwen	35	23	12	Odyek dickens	0782181661
21	CINERA	Bala	Bala	Adwogotingo	35	20	15	Ojuka Morris Chris	0781133390
22	Can Onotowa	Bala	Aumi	Lobo-lobo	35	17	18	Obong Denis	0772941927
23	Okonyerekenwa	Bala	Aumi	Ogedi	35	14	21	Omara ambrose	0775497184



Short Profile: The Board

Community Development Shield Uganda

THE FUTURE

No	Name	Sex	Designation	Contact
1	Odyek Dickens	Male	Chairperson	0788776362
2	Enyeny Ambrose	Male	Treasurer	0775010854
3	Acen Agnes	Female	Vice Chairperson	0787739820
4	Acam Topista	Female	Member	0783926641
5	Hendry Yacobo Amangole	Male	Member	0760027978



Short Profile: The Stuff

Community Development Shield Uganda

THE FUTURE

No	Name	Sex	Designation	Contact
1	Ogole Oscar	M	Executive Director	0779472527
2	Akao Linda	Female	Project Officer	0771606737
2	Angom Selly	Female	CoC facilitator	0781034547
3	Odongo Daniel	Male	Account Assistant	0772310917
4	Odongo Innocent Gira	Male	Head of Program	0772787228
5	Akello Lydia	Female	CoC facilitator	0785165226
6	Okullo Maxwell	Male	CoC Facilitator	0774087760
7	Ayo James	Male	Coc Facilitator	0744060143
8	Ayo Geoffrey	Male	Monitoring Officer	0783949490
9	Auma Sandra	Female	Front Desk Officer	0771573161
10	Atine Novia	Male	Presser	0774692211



Short Profile: The Organisation

Community Development Shield Uganda

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General Assembly

- It is the supreme governing body of the organization. It consists of members of the CDS Board, representatives from the partner organizations, Associate partners and Observers.
- It meets every year to set policy and programme directions for the organization as well as:
- To receive reports from the Board on activities conducted since the previous Annual General Meeting;
- To adopt, develop, review policy and programme directions for CDS;
- To review and amend by-laws;
- To elect Board members for CDS
- To conduct any other business as it deems fit.
- Annual General Meetings are open to the member Organization.
- There shall hold one annual general meeting and as many extraordinary meetings as its business may demand.



Short Profile: The Organisation

Community Development Shield Uganda

THE FUTURE

Responsibilities and Functions of the Board members (1)

- Implement decisions and directives made by General Assembly ; Submit reports to General Assembly
- Appoint and set performance contract and targets for Executive Director as well as be responsible for disciplining and terminating his/her contract of service should the need arise
- Develop policies, procedures, and operational processes for the organization and its relationship with all stakeholders;
- Approve Annual plans and budgets
- Approve the audited financial statement;
- Evaluate programmes and performances of the Secretariat;



Short Profile: The Organisation

Community Development Shield Uganda

THE FUTURE

Responsibilities and Functions of the Board members (2)

- Ensure good employment practices
- Ensure accountability and transparency within the Organization
- Act as advocates for the organization
- Ensure that the organization has sufficient resources to operate
- Deal with any other matters that may arise from time to time.



Short Profile: The Organisation

Community Development Shield Uganda

THE FUTURE

Executive Director

- Proposal Development / resource mobilization
- Program management and coordination
- Coordinate and link stakeholders that include private sector, civil society and government.
- Support in strengthening the capacity of staff in village savings and loans associations.
- Facilitate market linkage for services and products.
- Support initiatives that promote access for vulnerable women and girls to productive assets and resources.
- Reporting and documentation
- Organization management
- Conduct business skills development training for staff.
- Supporting advocacy initiatives by communities and participating in advocacy initiatives at District and regional level

Short Profile: The Organisation

THE FUTURE

Community Development Shield Uganda

Head of Programs (1)

- Assist the Executive Director to identify, plan, design, implement and monitor the progress of project activities as per the results-based work plan.
- Provide day-to-day administrative and management input to the project team assuring smooth implementation of the project.
- Ensure that project outputs and targets are met as per the project indicator framework and that activities are carried out as planned in line with the budget and project timeline; using a results-based approach.
- Be in charge of all project staff and provide them with the necessary leadership, guidance and direction, as well as the technical and moral support they need to effectively and efficiently perform their duties.
- Sensitize and work with project beneficiaries, district local government leadership and other relevant stakeholders in the implementation of the project.
- In collaboration with the Monitoring officer and Executive Director, carry out regular monitoring and evaluation of project progress, and document and share the findings with other relevant stakeholders for appropriate action.
- Ensure financial control and budget adherence in all project operations in collaboration with the Account Assistant.
- Organize and conduct stakeholder meetings, staff meetings and other project meetings as regularly as may be required.



Short Profile: The Organisation

Community Development Shield Uganda

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Head of Programs (2)

- Prepare and submit timely monthly and quarterly narrative reports according to Donor reporting guidelines. In addition, whenever required, you will be requested to prepare and submit specific reports to various stakeholders – including district local governments, district technical planning committees and sector working groups.
- Initiate and participate in relevant networks that supplement the realization of the project objectives.
- Enhance initiatives that will suit the Local environment and will lead to the sustainability of project activities.
- Be in charge of security for project personnel and property.
- Be custodian of all project assets and ensure their right allocation and utilization.
- Participate in project reviews, needs assessments and development of new projects and programmes for the organization .
- Perform any other duties that may be assigned by the Executive Director



Short Profile: The Organisation

THE FUTURE

Community Development Shield Uganda

Project Officer

- Carry out capacity building activities (trainings Champion of Change (CoC)
- Organize meetings and workshops for the beneficiaries and stakeholders to implement project activities and modules.
- Mobilize the community to participate in activities aimed at improving climate change and resilience and disability inclusion with SRHR information
- Organize community dialogue meetings, awareness creation/drama on on inclusion and climate change as well as SRHR/GBV and child protection.
- Strengthen referral pathways and systems for identification, reporting, referral and responding to cases of child abuse.
- Assist in the implementation of I DECIDE Project activities.
- Assist in assessment of children, Adolescent and Youth in all their diversity
- Training of COC on methodology, gender and inclusion, including disability inclusion, importance of SRHR for climate change action and MHM
- Cascade training to target beneficiaries at community centers
- Carry out Quarterly Youth consultation events with all COC including most at risk groups on social and gender norms related to SRHR issues
- Establish/Strengthen CSO, CBO, AY coalition on inclusive SRHR and climate resilience

Short Profile: The Organisation

Community Development Shield Uganda

THE FUTURE

Marketing and communication officer

- Leading all marketing (fund raising) and communication activities
- Communication to potential volunteers in Germany, Europe, US
- Recruit volunteers online
- Responsible for online presence
- Responsible for face to face marketing
- Responsible for responding to call open calls for funding
- Responsible for all communication material (text and fotos, video, voice)
- Responsible for all content in communication and create new content
- Conduction research on fund raising opportunities
- Monitor competitive organizations
- Networking with partners
- Improve marketing and communication skills of all employees in the organization



Short Profile: Donors, Partners & Stakeholders

Community Development Shield Uganda

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Donors & Partners

- Plan International
- Windwood Millers
- Labdoo
- Federal Assistance Award
- All The Sky Foundation
- ENVenture
- CDFU
- 14 others

Community Development Shield Uganda

Stakeholder

- Bala town Council
- Bala Sub County Local Government
- Uganda Police Force
- Kole District Local Government
- Bala Health Center
- Religious and cultural leaders
- Parents
- School and teachers
- Young people in Kole district



Short Profile: Partners

THE FUTURE

Community Development Shield Uganda

- Plan International „I decide“ program
- Labdoo (for computers)
- Windwood Millers „ Youth in Cassava“
- Federal AssistanceAward „Springwells“
- ENVenture (Charcoal Briquette)
- All The Sky Foundation (Charcoal Briquette)
- Private Sector Foundation Uganda/ SDF
- The Pollination Project NGO
- NCBA CLUSA Uganda
- Senior Expert Service



Short Profile: Partners

THE FUTURE

Community Development Shield Uganda

- Mastercard Foundation
- PSFU
- Liduped
- Youth advocacy development network-Uganda (YADNET)
- Senior Expert Service (SES)
- Reproductive Health Uganda (RHU)
- Uganda National NGO Forum
- African Centre for trade and development (ACTAD)
- Lango Civil Society Network
- World Bank Group

Short Profile: Stakeholder

Community Development Shield Uganda

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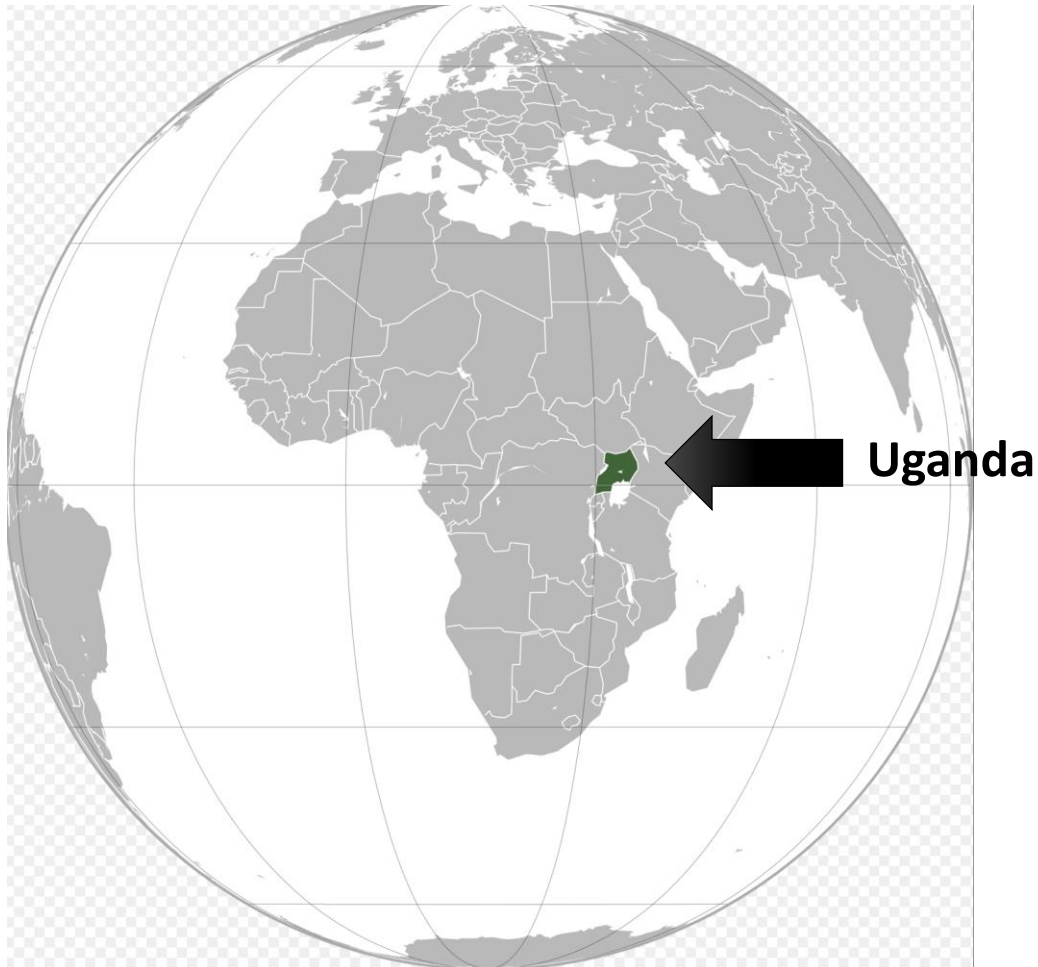
- Bala town Council
- Bala Sub County Local Government
- Uganda Police Force
- Kole District Local Government
- Bala Health center III
- Religious and cultural leaders
- Parents
- School and teachers
- Young people in Kole district
- Donors and partners



Short Profile: Where in Uganda

Community Development Shield Uganda

THE FUTURE

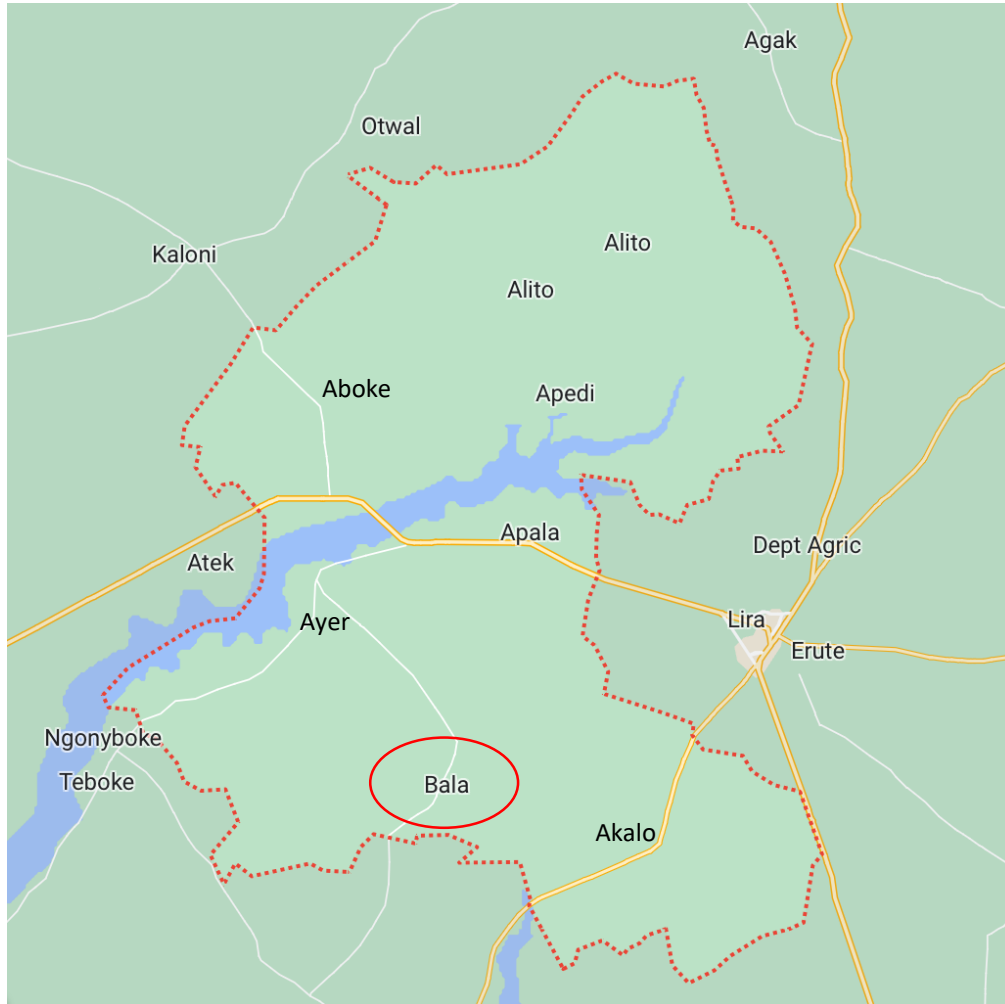


The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.
Creation: 12 May 2020 Sources: UBOS Feedback: IM Team Uganda (ugakaimug@unhcr.org) | UNHCR BO KAMPALA

Short Profile: Where in Uganda

Community Development Shield Uganda

THE FUTURE



Kole District

- 6 Sub Counties
(Akalo, Bala, Ayer, Aboke, Okweredot, Alito)
- 4 Town Council
(Ayer, Bala, Akalo, Aboke)
- 41 Parishes
- 692 Villages
- Bala consists of one sub county (which has 8 parishes) and one Town Council (with 4 wards)
- In all Kole districts live people of the tribe Lango with 150 Lango clans



Developments in Uganda(1)

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Community Development Shield Uganda

- Uganda has registered significant progress in the fight against poverty. Using the monetary measure of poverty, in the 2019/20 UNHS, the incidence of poverty was estimated at 20.3 percent of the total population.
- Although this number is still high, the reduction is quite significant when compared with the baseline poverty estimate of 56 percent from a similar survey conducted in 1992/93.
- The Ugandan economy grew at 4.6% during FY22, faster than had been anticipated due to an uptick in activity after the economy reopened in January 2022



Developments in Uganda(2)

THE FUTURE

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- There has been an increase in enrolment from 8.84 million pupils in FY2017/18 to 10.76 million (Representing a 22% increment) and maintained gender parity with both girls and boys at par with a 50:50 in Primary in FY2019/20. Similarly, at secondary school level, there was a 45% increment in FY2019/20 from 1.37 million in FY2017/18 to 1.99 million for secondary (MoES, 2020).



Developments in Uganda(3)

THE FUTURE

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- Uganda has a vision of achieving access to safe water supply of 79% (rural) and 95% (urban) by 2025 and access to basic sanitation services of 80% by 2025 (Second National Development Plan). To achieve these targets. In 2015, Uganda achieved coverage of 65% for water and 77% for sanitation. The country prioritizes the elimination of open defecation and achieving universal access to safe water and sanitation services by 2030.



Challenges in Uganda (1)

THE FUTURE

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POVERTY

In the first half of 2021, Uganda's Finance Ministry reported that 28 % of Ugandans were poor. That rate had increased from 18 % before the pandemic.



LACK OF EDUCATION

Uganda is yet to realize the right to quality education for all. In Uganda, nearly 50% of children do not complete primary school

GENDER DISCRIMINATION (of girls)

Formal and informal institutions, such as patriarchy, religion, family, marriage as well as social and cultural practices play a major role in perpetuating gender inequalities in Uganda.

HUNGER, MALNUTRITION AND STUNTING

  According to Unicef, over 2.4 million children in Uganda are stunted, an irreversible condition while half of children under five and one quarter of child-bearing-age women are anemic. Almost one-third of children

Challenges in Uganda (2)

Community Development Shield Uganda

THE FUTURE

LITTLE OR NO ACCESS TO CLEAN WATER, SANITATION, AND HYGIENE

- Only 32 percent of Ugandans have access to a basic water supply, while 19 percent have access to basic sanitation and seven million Ugandans practice open defecation. Although the distribution of water sources in Uganda appears to be everywhere on the map but once you reduce it to the micro level, it is not evenly distributed

POOR HEALTHCARE SYSTEMS — ESPECIALLY FOR MOTHERS AND CHILDREN

- .The number of functional healthcare facilities decreased to 6,232 recorded in 2019/20, from 6,904 in 2018/19 irrespective of the ownership status. Government allocation on health FY 2019/20 was 7.2 percent, which was the same as in FY 2018/19. The health facility based maternal mortality for 2019/20 was 99 deaths per 100,000 live deliveries.



Challenges in Uganda (3)

Community Development Shield Uganda

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CHILD MARRIGE ON MASSIVE SCALE

- Uganda has the sixteenth highest prevalence of child marriage in the world, and tenth highest absolute number of child brides totaling to an estimated 4 million. Current statistics indicate that 34 per cent of women are married before the age of 18 and 7.3 per cent before the age of 15. One in 10 girls are married by the age of 15 and 40 percent by age 18. 11% of currently married 15-19 year old girls are married to men who have more than one wife.

EARLY PREGNANCY OF YOUNG WOMAN

- One in four teenage girls over 15 have already given birth or are pregnant. Factors contributing to increased teenage pregnancies in Uganda are: high fertility rate, risky sexual behaviors, peer pressure into early sex, child marriages, lack of education, lack of family support, low socio-economic status. Teenage childbearing is higher in rural areas (27%) than in urban areas (19%). 1 in 5 women in Uganda begins sexual activity before age 15, while 64% have sex before age 18.



The Strength of CDS Uganda

THE FUTURE

Community Development Shield Uganda

- Community based and good understanding of the necessities of the people → all the stuff is coming from Bala
- We are the only sound indigenous community based organization in our sub county. Other NGOs (most of the are foreign), have little local connections and do not have a base here
- Registered official NGO in Uganda (which is for local NGOs very difficult) and has a physical address
- CDS Uganda is no affiliate of an EU or US organization --> all donated money goes directly to the CDS Uganda
- Good connection to communities, police and other stakeholders like chief of the district etc.
- We designed for all our programs very good educational tools
- Human centered design approach
- Have experience in running the programs and do the accounting and controlling
- Financial management is audited every year by external auditors
- Have experience to convince other organizations to give their money for founding
- Part of other network organization (part of network NGOs in Uganda)
- Well designed organization with clearly described job description of each position in CDS Uganda.



The Weaknesses of CDS Uganda

Community Development Shield Uganda

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- Don't have funding for the next years (only for I decide project)
- Limited marketing focus and activities
- No Marking (Fundraising) and Communication Officer

**All these 3 weaknesses will be addressed in the upcoming months
(Strategy Plan 2023-30)**

- Online presence is limited due to governmental restrictions (e.g. no face book access in Uganda)



Chances in The Future

THE FUTURE

Community Development Shield Uganda

- World bank and EU give money to the Ugandan government for funding of NGOs
- Chances that governmental programs like PDM (parish development module) come up which can be a source of funding



Risk In The Future

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Community Development Shield Uganda

- COVID 19 affected our implementation
- Government can take the NGO down when they work against corruption, etc.
- Funding of the I DECIDE program is from plan international and they get founded from Finland
- Competition from established NGO (for example: WorldVision)
- Program activities like I DECIDE (SRHR) can be or are in conflict to religion (for example: save abortion)



Our Mission

Community Development Shield Uganda

THE FUTURE

We contribute towards socio-economic transformation and enhance quality of life for the people in the district Kileleshwa in Kenya by educating young people in life skills and professional skills.

Mission old

- To contribute towards socio-economic transformation and enhance quality of life for all.



Our Vision

Community Development Shield Uganda

THE FUTURE

A transformed Community in the Kole district characterized by improved livelihoods, peace and justice.

Our social business finance our programs in a substantial form.

Vision (old)

- A transformed Community characterized by improved livelihoods, peace and justice



Our Programms

Community Development Shield Uganda

THE FUTURE

I DECIEDE

- We educate young women and men for social cultural negative norm change to avoid for example early child marriage and early pregnancy

I EARN A LIVING

- We educate young women and men for better professional skills to make a living

WE ACCEPT

- We strive for acceptance in the communities and other stake holder (parents, police etc.) for the changes of social cultural negative norms

WE GET HELP

- We give help to communities (clean water etc.)

1. Food Security & Livelihood
2. Water and Sanitation
3. Education
4. Health
5. Governance and Peace Building
6. Renewal Energy
7. Human Rights (Child Protection)



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Head: Odongo Innocent Gira & Conny Angwec

Description

- Capacity building is the "primary mechanism through which disempowered parties can develop their power base and thereby better defend their interests. Therefore it will be built around ending child marriage and teenage pregnancies. It is within this context that the voices of the youth and particularly young women need to be heard and their views incorporated in policy priorities.
- To work with the young people (10-24 years) CDS Uganda forms the so called Champion of change Clubs (CoC) with 30 boys and 30 girls who are out of school being extremely vulnerable
- In these clubs the young people are trained on Champion of change curriculum matters up to year 3 times a week
- Champion of change curriculum : SRHR, leadership, gender equality, body changes (puberty), disability inclusion, climate change
- Champion of change curriculum was specifically developed for these young people



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Overall goals

- The overall goal of the project is: Children, adolescent and youth in all their diversity have control over their bodies and future in a healthy, safe and supportive environment.

Expected outcomes

- Children, Adolescents and youth including those most at risk such as CAY with disability have improved life skills and age appropriate knowledge on SRHR and positive sexuality.
- Families and communities provide space, agency and voice to adolescents and youth in decision making at the household and community levels
Output
- Civil society, AY networks are equipped to hold stakeholders to account for accessibility, availability and quality of services
- Reduce crime, overdependency on their parents, decrease risky behaviors (prostitution, health problems like HIV, teenage pregnancies, early and forced child marriage)



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Activities

- Training of COC facilitators on COC methodology, gender and inclusion, including disability inclusion, importance of SRHR for climate change action and MHM
- Quarterly Youth consultation events with all COC including most at risk groups on social and gender issues related to SRHR
- Cascade training to target beneficiaries at community centers
- Boys/men engagement to demystify myths around SRHR and MHM
- Establish/Strengthen CSO, CBO, AY coalition on inclusive SRHR and climate resilience



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Cost per Club

- to train 60 young people approx. € 1432 per year
- to train child approx. € 24 per year



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Control parameters

- Pre and Post Tests in the clubs
- Number of pregnancy under 18 in Kole
- Number of unforced marriages in Kole under 18
- Number of rescued girls from forced marriage in Kole
- Survey in the young population what has changed
- Plan international conducts baseline survey and end line survey.
- Number trained people



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Successes:

- More than 4.500 young people received access to SRHR information and services
- Menstrual hygiene training for adolescent girls and young women – 180 were reached
- Increase the access to the use of sanitary pads
- Distributed SRHR commodities (like condoms fore example – to 500 young people)
- Testing and counseling on HIV, malaria, etc. (tested more than 200 people)
- During Covid distributed 38 handwashing kits on the water point
- Adoption of positive SRHR behaviors



Our Program: I DECIEDE

Community Development Shield Uganda

THE FUTURE

Failures:

- The SRHR commodities are not enough – less testing kits than people
- limited scope on services (IUD family planning) (Intra Uterine Device)
- conflict between training philosophy / contend and traditional, cultural norms
- On primary and secondary schools it` s not allowed to distribute SRHR commodities



Our Program: I EARN A LIVING

THE FUTURE

Community Development Shield Uganda

Head: Odongo Innocent Gira & Conny Angwec & Linda Akao

Description

- Young people who marry before 18 years of age are less likely to receive the education. Without an education, they are less able to earn an income to lift themselves and their families out of poverty. Child marriage and teenage pregnancies affects economic and productive lives. It makes them to earn less, save less, hold less secure jobs, are more likely to be employed in the informal sector.
- The objective of this program is to increase their professional skills, their entrepreneur skills and make them competitive in the job market.
- Based on their level of vulnerability, willingness and performance a part of the young people out of the I DECIDE program are selected for the I EARN A LIVING program.
- This training can be within the I DECIDE Program (e.g. agricultural training) or in specific trainings after the I DECIDE program (tailoring, hairdressing & ICT).
- For further development of this program it is planned to increase the number of trained people significantly therefore a training center (building) is needed.



Our Program: I EARN A LIVING

Community Development Shield Uganda

THE FUTURE

Overall goals

- Train young woman and men in their professional skills to make a living

Expected outcomes

- young people to make a living out of the skills and be more competitive in the job market

Cost per Training

- approx. € 46 per person and year

Control parameters

- Survey of young people who make a living out of “ I earn a Living” program



Our Program: I EARN A LIVING

THE FUTURE

Community Development Shield Uganda

Successes

- Increase access to cost effective reusable sanitary pads for low income setting young people and adolescent girls (5.000 pieces has ben sold) – tailoring is used to produce the sanitary pads
- Improvement of the hygiene
- 24 adolescent girls were trained in tailoring – increase income, get self-reliant and independent
- 26 girls were rescued from child marriage – rehabilitated through skilling them in hairdressing
- 15 young people were trained in ICT
- 30 young people were skilled in Charcoal Briquettes production
- Produced 4.000 liters of liquid soap – distributed to 1.200 to young girls and women of Lango and Acholi subregion
- 20 young girl and women were trained in the production of liquid soap
- Especially important in Covid times the hygiene were improved



Our Program: I EARN A LIVING

Community Development Shield Uganda

THE FUTURE

Failures

- After distribution of the liquid soap some girls sold it in order to get money
- High inflation affects the production costs
- Lack of commitment of some of the trainees
- Sanitary pads are still too expensive for some of the young women (one costs 5.000 UGX), they rather spend their money to buy food
- Lack of capacity (instructors, training room and materials – like computers and sewing machine) to train the people especially with ICT and tailoring



Our Program: WE ACCEPT

THE FUTURE

Community Development Shield Uganda

Description

- Harnessing the demographic dividend will require investments in sexual and reproductive health and family planning, education and skill development, which will ultimately increase per capita income, good governance and assurance for a peaceful and secure community. We accept always envisaged to achieve understanding and solidarity between young people and wider community.
- Therefore quarterly meeting with different stakeholders (police, local government, local elected leaders, religious and cultural institutions), young people and their parents and the wider communities are held.
- CDS Uganda influencing through these activities government policies to make informed decisions about young people and the wider community.

Our Program: WE ACCEPT

Community Development Shield Uganda

THE FUTURE

Overall goals

- Provide a platform for the voices of young people to be heard by decision-makers at the local level.

Expected outcomes

- Enhanced interaction and communication between young people and stakeholders
- Communication opportunities offered to young people.
- Young people analyze matters of local importance, guaranteeing their participation at the decision processes with a creative attitude.
- Stakeholders accept a change in the cultural and socio norms



Our Program: WE ACCEPT

Community Development Shield Uganda

THE FUTURE

Activities

- Steering committee – 1 meeting per quarter: meeting with stakeholders
- Coalition meeting – 1 meeting per quarter: meeting with young people
- Intergenerational dialogue – 1 meeting per quarter: young vs. old one
- Community dialogue – 1 meeting per quarter: pretty much everyone
- Training of SRHR (sexual reproductive health rights) in the community for all people

Cost per Unit

- € 1000 -1500 per meeting

Control parameters

- Survey in the communities about awareness



Our Program: WE ACCEPT

Community Development Shield Uganda

THE FUTURE

Successes:

- Created spaces for reflection and learning (quarterly meetings in 5 communities with Politics, police, community leaders, parents and adolescent girls)
- Platform for communication opportunities for young people
- Trough this dialogue we are facing the problems of the community and searching for actions to solve them (analyze the problems of local important, in order to have peace)
- Enhance leadership skills of the project and cub leaders
- Increase the awareness of child protection pathways (for example Chairperson of area, child protection committee or police)
- Coordination between different stakeholders have been strengthen



Our Program: WE ACCEPT

Community Development Shield Uganda

THE FUTURE

Failures:

- Restriction on attending the meeting especially during COVID (need permission from chief of the district)
- sometimes chief of the district do not allow this kind of meetings
- The meetings are abused to other political subjects - political interference in the meeting when not well guided



Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

Head: Odongo Innocent Gira & Conny Angwec

Description

- The Uganda water crisis is serious but not unsolvable. Nearly 24 million people are currently living without access to clean water. Water-borne diseases are still prevalent, with children under 5 being at high risk for typhoid and bilharzia. In Bala, based on average household size, each person only uses about 4.7 gallons of water per day. Water collection can take upwards of 2 hours per day for each household.
- The common water points are deep well, shallow well and spring well. From a hygiene point of view deep wells and shallow wells are the preferred ones to build.
- Increasing the water point functionality CDS Uganda installs water point committees and train them in basic repair, maintenance to create ownership.

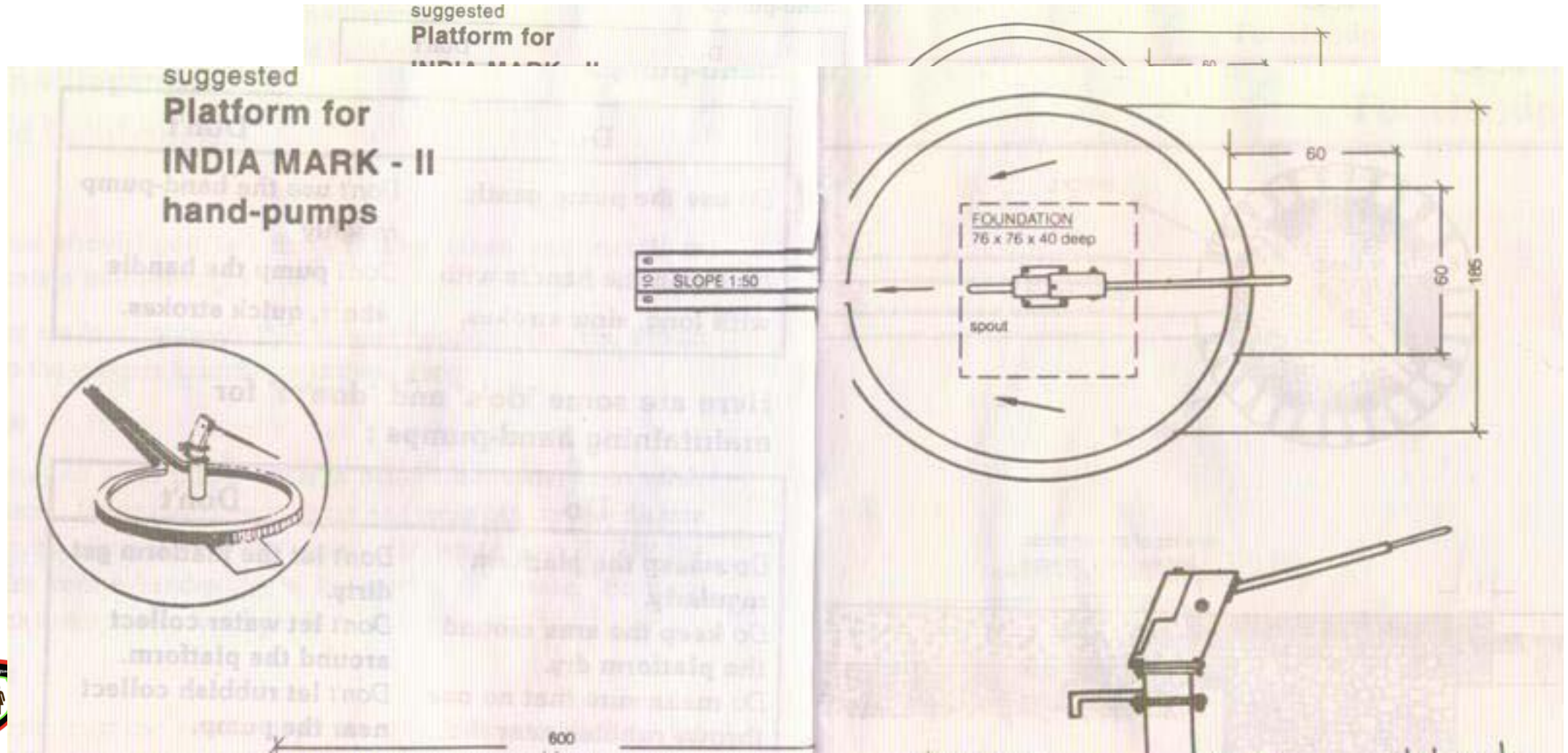


Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

The Pump of a shallow well (approx. 10 m deep) and deep well (up to 50 m)



Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

Overall goals

- In 2023 we want to build 10 wells and until 2030 we want build another 340 wells
- To increase the access to clean water within five to ten minutes collection of the water (walking and collecting)

Expected outcomes

- Access to clean drinking water for approx. 150.000 people in the Kole district

Activities

- Planning and building wells
- Forming committee and train them



Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

Cost per Unit

Cost of deep wells	€ 8.000 - 10.000	30% of all is planned to be constructed
Cost of shallow wells.	€ 3.000 - 5.000	50% of all is planned to be constructed
Cost of spring wells	€ 1.000 - 1.500	20% of all is planned to be constructed

Cost average: € 5000

Control parameters

- Number of spring shallow and deep wells constructed
- Number of people accessing clean water Kole district



Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

Successes:

- Constructed one (ca. 250- 500 people direct beneficial in the village)
- Cost effective technology introduction (1.000 USD) - manual by hand
- Increase the access to clean water and basic sanitation
- Improve health
- Improve hygienic practice and awareness
- Training of 12 people of water source functionality



Our Program: WE GET HELP

Community Development Shield Uganda

THE FUTURE

Failures:

- Rain contaminates the water, making it not safe sometimes (only with spring wells)
- Long dry phase effect the water level, it gets reduced which causes malfunction of the wells
- Sometimes communities are not taking the responsibility for maintenance (lack of ownership)
- Sometimes some people remove the spare parts of the borehole, they got stolen and sold
- In areas of extreme low water level cost of deep well may be over € 10.000



Our Social Business

Community Development Shield Uganda

THE FUTURE

Head: Linda Akao

Description:

Processing food like cereals (rice, maize, cassava, etc.) in a small factory in Bala

Overall goals:

- Creating job opportunities for the young people and earn money
- Earn money to support the four programs

Expected outcomes:

- Income for young people and income for CDS Uganda
- Improve standard of living for young people and for the community in general
- Enhancing skills for young people



Our Social Business

Community Development Shield Uganda

THE FUTURE

Activities:

- Buy agriculture products, process them and sell
- Training young people on agronomy

Control parameters

- Amount of earned money
- Cost of expenditure (goods, production, etc.)



- Building capacity of girls and boys to use their 'power within' to confront child marriage and negative norms (I DECIDE and I EARN A LIVING)
- Peer to peer based approach (I DECIDE)
- Outreach, lobbying, advocacy to change local stake holders (WE ACCEP)
- Further support communities in their infrastructural needs (WE GET HELP)
- Further update educational tools und skilling (I DECIDE)
- Improve marketing (fund raising) and communication to donors and partners
- Improve further develop partnership, collaboration and networking
- Hire more skilled staff
- Develop and manage a controlling concept of all activities
- Grow and become the No. 1 in Kileleshwa in quantity and quality (educational con results and acceptance in the communities)
- Expand the social business to become a substantial financial support for the programs

Strategy

1. Building capacity of girls and boys to use their 'power within' to confront child marriage and negative norms
2. Engaging family, cultural, religious and local leaders as community protection mechanism to end child marriage
3. Peer-to-peer strengthening and engagement to mobilize duty bearers on ending child marriage
4. Engaging with and improving capacity of government to provide access to quality ASRH for girls
5. Partnership and networking
6. Outreaches
7. Advocacy and lobbying
8. Skilling



Our Strategy

THE FUTURE

Community Development Shield Uganda

- Building capacity of girls and boys to use their 'power within' to confront child marriage and negative norms (I DECIDE and I EARN A LIVING)
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Strategy

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6. Outreaches
7. Advocacy and lobbying
8. Skilling



Building capacity of girls and boys to use their 'power within' to confront child marriage and negative norms

I DECIDE program

- Increase the number of clubs in 2023 to 10 and train 600 young people for approx. a year
- Cover the entire Kileleshwa district until 2030 with 700 clubs and train 42.000 young women and men

I EARN A LIVING program

- Increase the number of trainees in 2024 to 400 young people (Tailoring, Hairdressing, Computering)
- Build a training center
- Train every year 400 young people in their professional skills
- Linking the trainees for possible employments (e.g. Lira City)
- Retain some of the finished trainees to work as instructors
- Provision of startup kits for trainees to start to work



Our Strategy

THE FUTURE

Community Development Shield Uganda

Peer to peer based approach

Part of I DECIDE program

- Create a network of young people who transfer their knowledge to other young people (based on the trained I DECIDE program)
- Teambuilding exercises to improve communication, advocacy, empowerment skills
- CDS Uganda developed together with Plan International training material for the peer to peer approach by January 2023



Community Development Shield Uganda

Outreach, lobbying, advocacy to change local stake holders

WE ACCEPT program

- Steering committee – 1 meeting per quarter: meeting with stakeholders
- Coalition meeting – 1 meeting per quarter: meeting with young people
- Intergenerational dialogue – 1 meeting per quarter: young vs. old one
- Community dialogue – 1 meeting per quarter: pretty much everyone
- Training of SRHR (sexual reproductive health rights) in the community for all people



Further support communities in their infrastructure needs (clean water)

WE GET HELP program

- Build in 2023 10 wells and until 2030 a total of 350 wells to provide approx. 150.000 people in the Kole district with clean water
- Install communication materials at the water point and use the water points as training locations
- Form water committees (with membership for all users and membership fees) for each water point, being responsible for the maintenance
- Train water users committees about water point protection, basic hygiene, etc.

Community Development Shield Uganda

Further update educational tools und skilling

- Skilling in hairdressing, tailoring and ICT (Information Communication & Technologie – Computer)
- Improve educational material and tools



Further develop partnership, collaboration and networking

- Look into the option to extend the contract with Plan International at the end of 2023
- Look into supporting options with SES in Germany to find partners
- Labdoo to get more Computers
- Bundesfreiwilligendienst in Germany (german organization which sends volunteers for a year in NGO programs) to get volunteers to work in the CDS Uganda programs
- Peace corps in US to get volunteers to work in the CDS Uganda programs



Improve marketing (fundraising) and communication to donors

- Improve fundraising (marketing) in the upcoming years
- Hire a marketing and communication officer
- Recruit volunteer(s) in Germany or Europe
- Recruiting volunteers for online marketing
- Increase online presence
- Create one or two online funding raising pages
- Increase face to face marketing (with existing and potential donors)
- Send the new marketing and communication officer through the African German SES program to learn marketing skills and go for fundraising activities
- Responding to open calls of funding proposals of organizations who wants to donate money
- Further develop communication materials based on the revised strategies
- Improve the marketing an communication thinking & skills of all in the organization



The controlling concept

- Pre and Post Tests in the clubs
- Number of pregnancy under 18 in Kole (once a year)
- Number of unforced marriages in Kole under 18 (once a year)
- Number of rescued girls from forced marriage (once a year)
- Survey in the young population what has changed (once a year)
- Plan international conducts baseline survey and end line survey
- Number trained people (once a year)
- Survey of young people who make a living out of “ I earn a Living” program (once a year)
- Survey in the communities about awareness (once a year)
- Number of spring shallow and deep wells constructed (once a year)
- Number of people accessing clean water Kole district (once a year)
- Result reports of reflection meetings (of the 4 committees) (each quarter for all four meeting)
- Independent Auditors report (once a year)
- Reports of monitoring visits of all four areas (each month for each program)



Financials

THE FUTURE

Community Development Shield Uganda

The Business Plan 2023 – 2030 (Cost without any inflation)

Program	What	Year							
		2023	2024	2025	2026	2027	2028	2029	2030
I DECIDE	Personal	9.072 €	38.232 €	69.336 €	98.496 €	122.472 €	126.360 €	132.192 €	136.080 €
	Material	10.000 €	30.000 €	30.000 €	30.000 €	20.000 €	10.000 €	10.000 €	10.000 €
	Transportat	6.880 €	19.200 €	15.360 €	17.520 €	16.960 €	14.960 €	14.960 €	14.960 €
	TOTAL	25.952 €	87.432 €	114.696 €	146.016 €	159.432 €	151.320 €	157.152 €	161.040 €
I EARN A LIVING	Personal		8.733 €	8.733 €	8.733 €	8.733 €	8.733 €	8.733 €	8.733 €
	Material	34.900 €	5.500 €	5.500 €	5.500 €	5.500 €	5.500 €	5.500 €	5.500 €
	Training Cer	30.000 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €
	TOTAL	64.900 €	16.733 €	16.733 €	16.733 €	16.733 €	16.733 €	16.733 €	16.733 €
WE ACCEPT	Meeting	20.000 €	22.000 €	24.000 €	25.000 €	27.000 €	28.000 €	29.000 €	30.000 €
WE GET HELP	Well	50.000 €	100.000 €	150.000 €	200.000 €	250.000 €	300.000 €	350.000 €	350.000 €
MANAGEMENT & ADMINISTRA		17.496 €	17.496 €	17.496 €	17.496 €	17.496 €	17.496 €	17.496 €	17.496 €
TOTAL TOTAL		178.348 €	243.661 €	322.925 €	405.245 €	470.661 €	513.549 €	570.381 €	575.269 €



Resource: Training Center (1)

Community Development Shield Uganda

THE FUTURE



Resource: Training Center (2)

Community Development Shield Uganda

THE FUTURE



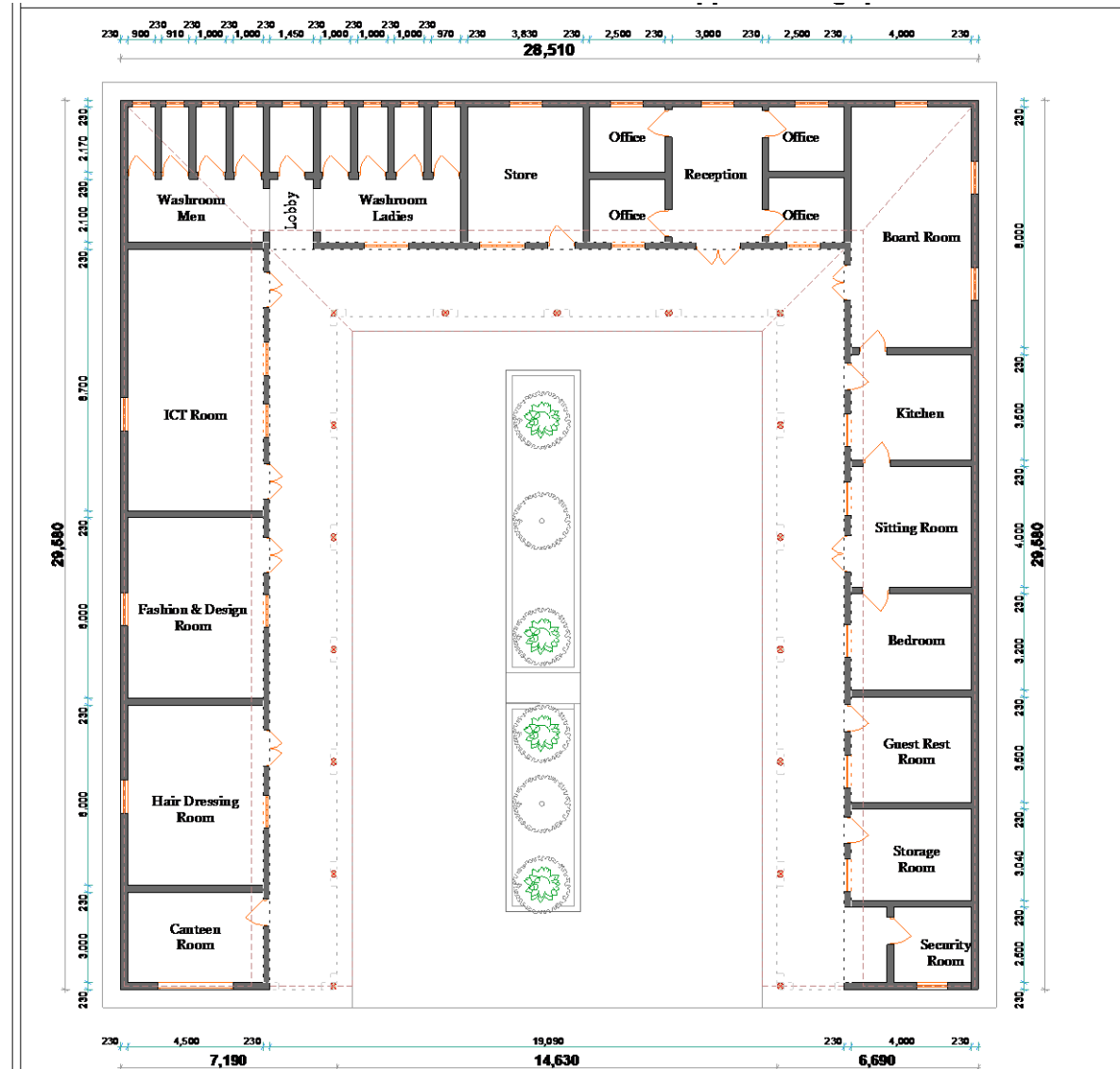
Resource: Training Center (3)

Community Development Shield Uganda

THE FUTURE

CHECK LIST REQUIREMENT

- | | |
|--------------------------|---------------------------|
| 1. OFFICES (04) | 6. STORE |
| 2. BOARD ROOM (01) | 7. GUEST REST ROOM |
| 3. HAIR DRESSING ROOM | 8. ATTENDANT ROOM |
| 4. FASHION & DESIGN ROOM | 9. ATTENDANT SITTING ROOM |
| 5. ICT ROOM | 10. WASHROOMS |
| | 11. Apple Parking space |



Competitive Situation

Community Development Shield Uganda

THE FUTURE

Competitive Situation

- We are the only sound indigenous community based organization in our sub county. Other NGOs operates in this sub county but are not based so our local presence counts a lot in terms of acceptability.
- We also meet all the legal requirement as demanded by government

There are 5 Subcountries in Kole covered with projects like I DECIDE:

- CDSU is working in 2 sub counties (with 10 CoC Clubs)
- GDI (local organization in Lira) works also with Plan International in 2 subcounty (6 clubs)
- WordVision (international organization) is working in 1 subcounty (Aboke) (no club structure)
- Dream Rescue Foundation (local organization) 1 Subcounty (2 clubs)

Competitive Strategy

Grow and become the No. 1 in Kole in quantity and quality (educational content, educational results and acceptance in the communities)



Social Business

- Strengthening the existing social business
- Expand social business to tailoring, hair saloons, hair products and ICT business (depends of the development of the I EARN A LIVING program in the next few years)
- Start to get business for producing cosmetic hair products (maybe a SES project for the future)
- capacity building on running larger social business
- Find partner supporting CDS Uganda in the build up of the social business and find partner who gives CDS Uganda business (concept of fair trade)
- Identification of clients/ customer needs in tailoring for international business
- Identify clients and customer needs for cosmetic hair products
- Depending on expansion of the programs a business plan for Social Business is needed in the near future

→ Agenda

01 THE SITUATION OF TODAY

02 FINDINGS AND OPPORTUNITIES FOR THE FUTURE

03 THE FUTURE

04 **PLAN 2023**



PLAN 2023

Community Development Shield Uganda

Agenda

- The I DECIDE program
- The I EARN A LIVING program
- The Peer to Peer based approach
- The WE ACCEPT program
- The WE GET HELP program
- Educational Tools und Skilling
- Develop Partnership, Collaboration and Networking
- Marketing (Fundraising) and Communication to Donors
- The Controlling Concept
- Resources
- Employee Management and Empowerment
- Review Strategy/ Plan 2024



The I DECIDE program

Community Development Shield Uganda

PLAN 2023

- Form and train 600 young people thru 10 Clubs
- Other increased activities depend on additional money thru fundraising
- Parents of the young people are to be included
- Try to engage plan international to make the training materials in the local language

Conny and others

Conny and others

Oscar



The I EARN A LIVING program

PLAN 2023

Community Development Shield Uganda

- Train 50 young girls and boys Odongo Innocent Gira & Conny Angwec & Linda Akao
- Other increased activities depend on additional money thru fundraising
- Hire 4 instructors Oscar
- Depending on funding the training center will be build Oscar
- Get accredited by the Government of Uganda thru directorial of Industrial Training Oscar
- Link the trainees to job market Odongo Innocent Gira & Conny Angwec & Linda Akao
- Start to think about other job training (than hairdressing, tailoring, ICT) in the future (e.g. waterpoint mechanics) Oscar & team
- Open and attract IC training for girls Oscar & team
- Try to engage plan international to make the training materials in the local language Oscar



The Peer to peer based approach

PLAN 2023

Community Development Shield Uganda

- Receive Training material thru Plan International by Jan. 23 Plant International
- Train the 600 young people in the Clubs Odongo Innocent Gira & Conny Angwec & Linda Akao
- Other increased activities depend on additional money through fundraising
- Strengthen the existing structure of peer to peer activities and create additional meeting opportunities
- Conduct more awareness training on peer to peer activities Odongo Innocent Gira & Team
- Try to engage plan international to make the training materials in the local language Oscar



The WE ACCEPT program

PLAN 2023

Community Development Shield Uganda

- 4 Steering committee – 1 meeting per quarter: meeting with stakeholders
- 4 Coalition meeting – 1 meeting per quarter: meeting with young people
- 4 Intergenerational dialogue – 1 meeting per quarter: young vs. old one
- 4 Community dialogue – 1 meeting per quarter: pretty much everyone
- 4 Training of SRHR (sexual reproductive health rights) in the community for all people
- Think about installing a score card in the community measuring the satisfaction of governmental services and infrastructure (e.g. roads, hospital, health center)
- All by Odongo Innocent Gira & Conny Angwec & Linda Akao and the CoC facilitators

The WE GET HELP program

PLAN 2023

Community Development Shield Uganda

- In 2023 it is planned to build 10 wells
- So far there is no funding available
- Train young people on basic elementary maintenance knowledge of waterpoint mechanics
- refresh the training for existing water points committees
- **All activities depend on additional money thru fundraising**



Educational Tools und Skilling

PLAN 2023

Community Development Shield Uganda

- Improve educational material and tools for hairdressing, tailoring and ICT Oscar
- Try to engage plan international to make the training materials in the local language Oscar
- Involve instructors and trainees in the design of new training material Team of instructors
- Align the new training material with governmental standards Team of instructors



Develop Partnership, Collaboration and Networking (1)

PLAN 2023

Community Development Shield Uganda

- SES project that analyzes the fundraising options in Germany (and in other EU countries) and define partners (next 3 page)
- Labdoo to get more Computers
- Bundesfreiwilligendienst in Germany (german organization which sends volunteers for a year in NGO programs) to get volunteers to work in the CDS Uganda programs Axel Wilms (by the end of 2022)
- Peace corps in US to get volunteers to work in the CDS Uganda programs
- Continue more networking in Uganda Oscar

SES project that analyzes the fundraising options in Germany (perhaps in other EU countries) and define partners

Information on the SES Experts tasks

1. According to your opinion what shall be improved? What would you like to change? What do you want to achieve for your institution? What should your staff be able to do better after the assignment?
 - Fundraising out of Germany and possible other European countries
 - Find partners and established contacts in Germany and possible other European countries
 - To manage these contacts we plan to hire a marketing (fundraising) and communication officer by January 2023
 - We also plan to send this marketing (fundraising) and communication officer through the SES German-African youth project to Germany

SES project that analyzes the fundraising options in Germany (perhaps in other EU countries) and define partners

Information on the SES Experts tasks

2. Have you already taken actions in this context? If so, please specify. Have you achieved concrete results by doing this? If so, please specify.

- To prepare for this activities we contacted a SES project with Kim Mehl and Axel Wilms in September / October 2022 and described ... and defined strategy plan and a detailed business plan for the upcoming years
- Our webpage is linked to a fundraising website giveaway, so payments can be made out of Europe very easily



SES project that analyzes the fundraising options in Germany (perhaps in other EU countries) and define partners

Information on the SES Experts tasks

3. What should the SES Expert do for you? In what area(s) should the expert be particularly skilled?

- Screening the German market and/or other European markets for fundraising opportunities
- Analyze and describe the fundraising channels like:
 - ✓ Direct fundraising through platforms like better place from individual donors, corporations and crowdfunding activities
 - ✓ Fundraising through German NGOs by governmental organizations and others (e.g. north-south-bridge)
 - ✓ Governmental organization which give direct money (e.g. GIZ)
- Describe and evaluate these specific partners on their capabilities and interest to support CDSU
- Identify the best options and evaluate the interest of these partners by presenting the CDSU
- With the partners selected define the process of getting fundraising from them

Marketing (Fundraising) and Communication to Donors (1)

PLAN 2023

Community Development Shield Uganda

Core actions

- Hire a marketing and communication officer by Jan.23 Oscar
- Recruit volunteer(s) in Germany or Europe (details next pages)
- Recruiting volunteers for online marketing
- Increase online presence (next page more detail)
- Increase face to face marketing (with existing and potential donors)
- Send the new marketing and communication officer through the African German SES program to learn marketing skills and go for fundraising activities in Germany
- Responding to open calls of funding proposals of organizations who wants to donate money
- Further develop communication materials based on the revised strategies (see next pages for more details)
- Improve the marketing and communication thinking & skills of all in the organization



Recruit volunteer(s) in Germany or Europe

- Look into the options to identify through the SES (SES Project) volunteers for fundraising in Germany
- Look into the options whether Gunnar can help – Axel Wilms will provide him with information and discuss this in detail (by the end of November 2022)
- Call for volunteers by Kim Mehl and Axel Wilms (see next page) (by the end of 2022)
- Evaluate whether SES can send out a letter to SES Experts as a call for volunteers

Marketing (Fundraising) and Communication to Donors (3)

PLAN 2023

Community Development Shield Uganda

Call for volunteers by Kim Mehl ,Axel Wilms and SE thru SES

Kim Mehl als junge Fachkraft des Deutsch Afrikanischen Jugendwerkes und Dr. Axel Wilms als Experte des SES haben im Herbst diesen Jahres die NGO Community Development Shield Uganda im Kole Distrikt, Uganda beraten.

In diesem Projekt haben Frau Mehl und Herr Wilms mit dem sehr engagierten Team der NGO gemeinsam die langfristige Ausrichtung und den Geldbedarfsplan von CDS Uganda für die kommenden Jahre erarbeitet.

CDS Uganda wurde 2013 von jungen Ugandern im Kole Distrikt gegründet. Es handelt sich hier nicht um die Außenstelle einer europäischen oder nordamerikanischen Hilfsorganisation. Die lokale Mitarbeiter der NGO kennen die Bedürfnisse der Menschen vor Ort und haben eine sehr hohe Akzeptanz in der Bevölkerung.

Die NGO hilft in 4 Programmen.

I DECIDE Ich entscheide selbst, was ich aus meinem Leben mache

Junge Schulabbrecher werden in einer 1-jährigen Ausbildung mit ausgezeichnetem Lehrmaterial in verschiedenen Modulen zu einer selbstständigen Lebensweise aufgeklärt. Die Vermeidung von Frühehen weit unter 18 Jahren und verfrühten Schwangerschaften ist hier u.a. eine Zielsetzung.



Marketing (Fundraising) and Communication to Donors (4)

PLAN 2023

Community Development Shield Uganda

Call for volunteers by Kim Mehl ,Axel Wilms and SE thru SES

I EARN A LIVING Ich werde beruflich ausgebildet
Abgänger des I DECIDE Programmes erhalten hier eine berufliche Ausbildung (Friseur, Schneider, IT)
um eine Einkommensmöglichkeit für sie zu schaffen.

WE ACCEPT Akzeptanz für kulturverändernde Maßnahmen

Vierteljährige Treffen mit relevanten Gruppen in der Gemeinde (Polizei, Politiker,Kirchen etc), mit Eltern und Kindern, mit anderen Jugendlichen, haben die Zielsetzung, für die kulturveränderten Ausbildungsmaßnahmen der NGO eine Akzeptanz zu entwickeln.

WE GET HELP Sauberes Trinkwasser

Mit dem Bau von ca. 300 Brunnen sollen bis Ende des Jahrzehntes ca. 150.000 Menschen im Kole Distrikt mit sauberen Trinkwasser lokal versorgt werden.

In den vergangen Jahren sind mit den wenigen Geldmitteln, die der NGO zu Verfügung standen, sehr respektabel Ergebnisse erzielt worden. Leider fehlt es an Geld, die hilfespenden Pläne der NGO in den kommenden Jahren umzusetzen.



Marketing (Fundraising) and Communication to Donors (5)

PLAN 2023

Community Development Shield Uganda

Call for volunteers by Kim Mehl ,Axel Wilms and SE thru SES

Hier kommt nun die konkrete Frage an Sie:

Wären Sie bereit und hätten Sie Zeit CDS Uganda beim Sammeln von Spenden zu unterstützen? Es sollen bei dieser Arbeit potentielle Spender gesucht und angesprochen werden sowie als Geldgeber gewonnen werden. Ihr direkter Ansprechpartner wäre der Leiter der NGO, Oscar Ogole und ein weiterer Mitarbeiter für das Fundraising. Selbstverständlich würden Sie von Kim Mehl und Axel Wilms hier in der Anfangsphase kräftig unterstützt werden.

Könnte dies etwas für Sie sein? Bei Interesse und für weitere Informationen rufen Sie uns gerne an oder schicken Sie uns eine Mail.

Wir freuen uns über eine Nachricht von Ihnen. Gerne leiten Sie diesen Brief an Freunde und Bekannte weiter und/oder veröffentlichen Sie diesen Text in Ihren sozialen Medien.

Mit freundlichen Grüßen

Kim Mehl und Dr. Axel Wilms

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Marketing (Fundraising) and Communication to Donors (6)

PLAN 2023

Community Development Shield Uganda

Increase online presence

by the new Marketing and Communication Officer

- Actualize the webpage
- Link the webpage to better place
- create an account on better Place
- Structure or design your Facebook presence and look into the option of direct fundraising through Facebook
- Create a Twitter account
- Create an Instagram account
- Analyze webpages and social Media accounts of other NGOs for a best design and structure
- Design good power point presentation of CDSUganda
- Design good video
- Design good picture
- Design Newsletter for partners and donors
- Design Annual report for partners and donors

Oscar and team End of Nov.22

Kim by end of Nov. 22



Design online presence

by the new Marketing and Communication Officer

- Define your vocabular (Mission, vision, Motto, program, project, objective, name of the progams, name of ...?s etc,) and uses them consistently in all of your communicating
- Design all content so an uninformed outsider can read it easily, put yourself constantly in the position of an uninformed outsider, and check the content whether it is easily to understand
- Design short sentences and short texts.
- Design a small set of very good pictures to go with the communication of your 4 programs and use this picture frequently (recognition factor)
- Use a consistent design in all social media and web page
- Look constantly at the communication of others
- Buy a semi professional camera

The Controlling Concept

PLAN 2023

Community Development Shield Uganda

- Pre and Post Tests in the clubs
- Number of pregnancy under 18 in Kole (once a year)
- Number of unforced marriages in Kole under 18 (once a year)
- Number of rescued girls from forced marriage (once a year)
- Survey in the young population what has changed (once a year)
- Plan international conducts baseline survey and end line survey
- Number trained people (once a year)
- Survey of young people who make a living out of “ I earn a Living” program (once a year)
- Survey in the communities about awareness (once a year)
- Number of spring shallow and deep wells constructed (once a year)
- Number of people accessing clean water Kole district (once a year)
- Result reports of reflection meetings (of the 4 committees) (each quarter for all four meeting)
- Independent Auditors report (once a year)
- Reports of monitoring visits of all four areas (each month for each program)

all by the Monitoring Officer



Employee Management and Empowerment

PLAN 2023

Community Development Shield Uganda

- Annual work plan for each employee of CDS Uganda is designed and reviewed by mid year and at the end of the year Oscar
- Send new marketing and communication officer thru SES to Germany to increase marketing skills and do fundraising Oscar
- Train the organization on marketing and communication thinking & skills Marketing and Com. Officer
- Register CDSU with the Directorate of industrial training (DIT) Oscar
- regular staff meetings for reflection Oscar
- Staff appraisal of all employees every year and make a capacity building plan Oscar

Review Strategy/ Plan 2024

Community Development Shield Uganda

PLAN 2023

Review the strategy plan

Update the strategy plan 23 -30 and make a plan for 24-30

Update the Business Plan 23 and make a plan 24-30

quarterly in 2023 by Oscar and team

4. quarter 23 Oscar and team

4. quarter 23 Oscar, Daniel and team



Community Development Shield Uganda

- Feasibility study for the social business (hire a consultant in 2023)
- Get approval for an SES project (Feasibility study)
- Identify a partner to develop this business
- Identification for a good business location
- Start to experiment with the social business on a small scale (e.g. cosmetic products, hair saloon)



Key Factors of Success

PLAN 2023

Community Development Shield Uganda

Hire a Marketing (Fundraising) and Communication Officer

Redesign our web page to the new contents very quickly

Get approval for 2. SES project which evaluates the fundraising opportunities in Germany (perhaps other EU Countries) and identifies partner NGO and direct donors

Find a volunteer (or a small group of volunteers) which supports CDS Uganda in the fundraising out of Germany

Raise up to € 180.000 in 2023

Train the organization on marketing and communication thinking & skills

